

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
576619-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Sept 24-30, 2012	Sept 24-30, 2012

Billing Address:

**Media Strategies & Research**  
**Attention: Suzanne Lorimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Flight Dates	Order #	Alt Order #
09/24/12 - 09/30/12	576619	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/24/12	09/30/12	M-F 5-530a	5-530a	--1-1--	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --1-1-- 2 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 W 09/26/12 5:08 AM M-F 5-530a 5-530a :30 CMT1216 \$250.00 NM									
1 4 F 09/28/12 5:14 AM M-F 5-530a 5-530a :30 CMT1216 \$250.00 NM									
2	09/24/12	09/30/12	M-F 530-6a	530-6a	11111--	:30	5	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 11111-- 5 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
4 4 M 09/24/12 5:52 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
1 4 Tu 09/25/12 5:36 AM M-F 530-6a 530-6a :30 CMT1216 \$250.00 NM									
5 4 W 09/26/12 5:51 AM M-F 530-6a 530-6a :30 CMT1217 \$250.00 NM									
2 4 Th 09/27/12 5:44 AM M-F 530-6a 530-6a :30 CMT1217 \$250.00 NM									
3 4 F 09/28/12 5:45 AM M-F 530-6a 530-6a :30 CMT1217 \$250.00 NM									
3	09/24/12	09/30/12	M-F 6-7a	6-7a	11-11--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 11-11-- 4 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 09/24/12 6:42 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									
2 4 Tu 09/25/12 6:13 AM M-F 6-7a 6-7a :30 CMT1217 \$450.00 NM									
4 4 Th 09/27/12 6:13 AM M-F 6-7a 6-7a :30 CMT1217 \$450.00 NM									
5 4 F 09/28/12 6:39 AM M-F 6-7a 6-7a :30 CMT1216 \$450.00 NM									

## INVOICE



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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
576619-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 24-30, 2012	Sept 24-30, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/24/12	09/30/12	M-F 7-9a	7-9a	11111--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 11111-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/24/12 8:54 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 2 4 Tu 09/25/12 8:13 AM M-F 7-9a 7-9a :30 CMT1216 \$450.00 NM 3 4 W 09/26/12 8:54 AM M-F 7-9a 7-9a :30 CMT1216 \$450.00 NM 4 4 Th 09/27/12 8:08 AM M-F 7-9a 7-9a :30 CMT1216 \$450.00 NM 5 4 F 09/28/12 8:29 AM M-F 7-9a 7-9a :30 CMT1217 \$450.00 NM									
5	09/25/12	09/25/12	M-F 9-10a	9-10a	-1-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/25/12 M-F 9-10a 9-10a :00 \$250.00 NM See MG 5.2 2 4 F 09/28/12 9:27 AM M-F 9-10a 9-10a :30 CMT1216 \$250.00 NM MG for 5.1 09/25									
6	09/24/12	09/30/12	M-F 10-11a	10-11a	1--1---	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1--1--- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/24/12 10:36 AM M-F 10-11a 10-11a :30 CMT1215 \$150.00 NM 2 4 Th 09/27/12 10:47 AM M-F 10-11a 10-11a :30 CMT1217 \$150.00 NM									
7	09/24/12	09/30/12	M-F 11-1130a	11-1130a	--1-1--	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --1-1-- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 09/26/12 11:20 AM M-F 11-1130a 11-1130a :30 CMT1217 \$100.00 NM 2 4 F 09/28/12 11:27 AM M-F 11-1130a 11-1130a :30 CMT1217 \$100.00 NM									
8	09/24/12	09/30/12	M-F 1130a-12p	1130a-12p	-1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/25/12 11:45 AM M-F 1130a-12p 1130a-12p :30 CMT1216 \$100.00 NM									
9	09/24/12	09/30/12	M-F 12-1p	12-1p	---1---	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 ---1--- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 09/27/12 12:37 PM M-F 12-1p 12-1p :30 CMT1216 \$225.00 NM									
10	09/24/12	09/30/12	M-F 1-2p	1-2p	1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/24/12 1:54 PM M-F 1-2p 1-2p :30 CMT1215 \$100.00 NM									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
576619-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 24-30, 2012	Sept 24-30, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/28/12	09/28/12	M-F 2-3p	2-3p	----1--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 ----1-- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 09/28/12 2:54 PM M-F 2-3p 2-3p :30 CMT1216 \$100.00 NM									
12	09/24/12	09/28/12	M-F 3-4p	3-4p	1-11---	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1-11--- 3 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/24/12 3:25 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM 2 4 W 09/26/12 3:26 PM M-F 3-4p 3-4p :30 CMT1216 \$100.00 NM 3 4 Th 09/27/12 3:09 PM M-F 3-4p 3-4p :30 CMT1217 \$100.00 NM									
13	09/24/12	09/28/12	M-F 4-5p	4-5p	11--1--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 11--1-- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/24/12 4:12 PM M-F 4-5p 4-5p :30 CMT1215 \$300.00 NM 2 4 Tu 09/25/12 4:26 PM M-F 4-5p 4-5p :30 CMT1217 \$300.00 NM 3 4 F 09/28/12 4:20 PM M-F 4-5p 4-5p :30 CMT1217 \$300.00 NM									
14	09/24/12	09/28/12	M-F 5-6p	5-6p	-1111--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1111-- 4 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 09/25/12 5:14 PM M-F 5-6p 5-6p :30 CMT1216 \$450.00 NM 2 4 W 09/26/12 5:10 PM M-F 5-6p 5-6p :30 CMT1217 \$450.00 NM 3 4 Th 09/27/12 5:42 PM M-F 5-6p 5-6p :30 CMT1216 \$450.00 NM 4 4 F 09/28/12 5:14 PM M-F 5-6p 5-6p :30 CMT1216 \$450.00 NM									
15	09/24/12	09/28/12	M-F 6-630p	6-630p	1-11---	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1-11--- 3 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/24/12 6:12 PM M-F 6-630p 6-630p :30 CMT1215 \$600.00 NM 2 4 W 09/26/12 6:09 PM M-F 6-630p 6-630p :30 CMT1216 \$600.00 NM 3 4 Th 09/27/12 6:21 PM M-F 6-630p 6-630p :30 CMT1217 \$600.00 NM									
16	09/24/12	09/28/12	M-F 630-7p	630-7p	-1-----	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1----- 1 \$1,400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 Tu 09/25/12 6:47 PM M-F 630-7p 630-7p :30 CMT1217 \$1,400.00 NM									
17	09/24/12	09/24/12	FOX Prime Monday 7-8p	7p-8p	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1----- 1 \$1,500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/24/12 6:59 PM FOX Prime Monday 7-8p 7p-8p :30 CMT1215 \$1,500.00 NM									

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
576619-1	09/30/12	September 2012	08/27/12 - 09/30/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 24-30, 2012	Sept 24-30, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	09/26/12	09/26/12	FOX X Factor	7-9p	--1----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 --1---- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 09/26/12 8:44 PM FOX X Factor 7-9p :30 CMT1217 \$1,500.00 NM									
20	09/27/12	09/27/12	FOX X Factor	7-9p	---1---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 ---1--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 09/27/12 7:22 PM FOX X Factor 7-9p :30 CMT1216 \$1,200.00 NM									
21	09/28/12	09/28/12	FOX Prime Friday 7-8p	7p-8p	----1--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 ----1-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 09/28/12 7:46 PM FOX Prime Friday 7-8p 7p-8p :30 CMT1217 \$800.00 NM									
22	09/24/12	09/28/12	M-F 9-10p	9-10p	1-1-1--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 1-1-1-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 M 09/24/12 9:14 PM M-F 9-10p 9-10p :30 CMT1215 \$750.00 NM 1 4 W 09/26/12 9:29 PM M-F 9-10p 9-10p :30 CMT1216 \$750.00 NM 2 4 F 09/28/12 9:36 PM M-F 9-10p 9-10p :30 CMT1216 \$750.00 NM									
24	09/25/12	09/27/12	M-F 1030-1102p	1030-1102p	-1-1---	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1-1--- 2 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Tu 09/25/12 10:53 PM M-F 1030-1102p 1030-1102p :30 CMT1216 \$375.00 NM 1 4 Th 09/27/12 10:42 PM M-F 1030-1102p 1030-1102p :30 CMT1217 \$375.00 NM									
25	09/30/12	09/30/12	Su 1030-1102p	1030-1102p	-----1	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----1 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 09/30/12 10:52 PM Su 1030-1102p 1030-1102p :30 CMT1216 \$375.00 NM									
26	09/25/12	09/25/12	M-F 1102p-1132p	M-F 1102p-1132p	-1-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -1----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/25/12 11:22 PM M-F 1102p-1132p M-F 1102p-1132p :30 CMT1217 \$250.00 NM									
27	09/24/12	09/30/12	Sa 7-9a	Sa 7-9a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/24/12 09/30/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 09/29/12 7:08 AM Sa 7-9a Sa 7-9a :30 CMT1217 \$300.00 NM									

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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
576619-1	09/30/12	September 2012	08/27/12 - 09/30/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
McCaskill/D/MO/US Senate	Sept 24-30, 2012	Sept 24-30, 2012	

<u>Total Spots</u>	51	<u>Gross Total</u>	\$22,200.00
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**Payment Terms 30 Days**

<u>Agency Commission</u>	\$3,330.00
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<u>Net Amount Due</u>	\$18,870.00
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**INVOICE**

**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
574965-1	09/30/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Sept 17-23, 2012	Sept 17-23, 2012

Billing Address:

**Media Strategies & Research**  
**Attention: Suzanne Lorimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Flight Dates	Order #	Alt Order #
09/17/12 - 09/23/12	574965	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/17/12	09/23/12	M-F 5-530a	5-530a	1-1-1--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1-1-1-- 3 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 09/17/12 5:07 AM M-F 5-530a 5-530a :30 CMT1215 \$250.00 NM									
2 4 W 09/19/12 5:22 AM M-F 5-530a 5-530a :30 CMT1215 \$250.00 NM									
3 4 F 09/21/12 5:14 AM M-F 5-530a 5-530a :30 CMT1215 \$250.00 NM									
2	09/17/12	09/23/12	M-F 530-6a	530-6a	11111--	:30	5	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 09/17/12 5:45 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
2 4 Tu 09/18/12 5:36 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
3 4 W 09/19/12 5:43 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
4 4 Th 09/20/12 5:54 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
5 4 F 09/21/12 5:45 AM M-F 530-6a 530-6a :30 CMT1215 \$250.00 NM									
3	09/17/12	09/23/12	M-F 6-7a	6-7a	11111--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 09/17/12 6:07 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									
2 4 Tu 09/18/12 6:43 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									
3 4 W 09/19/12 6:38 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									
4 4 Th 09/20/12 6:37 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									
5 4 F 09/21/12 6:55 AM M-F 6-7a 6-7a :30 CMT1215 \$450.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
574965-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 17-23, 2012	Sept 17-23, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/17/12	09/23/12	M-F 7-9a	7-9a	11111--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/17/12 8:25 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 2 4 Tu 09/18/12 8:59 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 3 4 W 09/19/12 8:55 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 4 4 Th 09/20/12 8:28 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 5 4 F 09/21/12 8:58 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM									
5	09/17/12	09/23/12	Sa 7-9a	Sa 7-9a	-----1-	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----1- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 09/22/12 8:59 AM Sa 7-9a Sa 7-9a :30 CMT1215 \$225.00 NM									
6	09/17/12	09/23/12	M-F 9-10a	9-10a	-1-1---	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1-1--- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/18/12 9:59 AM M-F 9-10a 9-10a :30 CMT1215 \$150.00 NM 2 4 Th 09/20/12 9:15 AM M-F 9-10a 9-10a :30 CMT1215 \$150.00 NM									
7	09/17/12	09/17/12	M-F 10-11a	10-11a	1-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1----- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/17/12 10:35 AM M-F 10-11a 10-11a :30 CMT1215 \$150.00 NM									
8	09/21/12	09/21/12	M-F 11a-12p	11a-12p	----1--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ----1-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 09/21/12 11:21 AM M-F 11a-12p 11a-12p :30 CMT1215 \$100.00 NM									
9	09/19/12	09/19/12	M-F 12-1p	12-1p	--1----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --1---- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 09/19/12 12:39 PM M-F 12-1p 12-1p :30 CMT1215 \$150.00 NM									
10	09/18/12	09/18/12	M-F 1-2p	1-2p	-1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/18/12 1:31 PM M-F 1-2p 1-2p :30 CMT1215 \$100.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
574965-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 17-23, 2012	Sept 17-23, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/20/12	09/20/12	M-F 2-3p	2-3p	---1---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 09/20/12 2:11 PM M-F 2-3p 2-3p :30 CMT1215 \$100.00 NM									
12	09/19/12	09/21/12	M-F 3-4p	3-4p	--1-1--	:30	2	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --1-1-- 2 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 09/19/12 3:59 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM 2 4 F 09/21/12 3:47 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM									
13	09/17/12	09/20/12	M-F 4-5p	4-5p	1111---	:30	4	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1111--- 4 \$225.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/17/12 4:11 PM M-F 4-5p 4-5p :30 CMT1215 \$225.00 NM 2 4 Tu 09/18/12 4:25 PM M-F 4-5p 4-5p :30 CMT1215 \$225.00 NM 3 4 W 09/19/12 4:43 PM M-F 4-5p 4-5p :30 CMT1215 \$225.00 NM 4 4 Th 09/20/12 4:12 PM M-F 4-5p 4-5p :30 CMT1215 \$225.00 NM									
14	09/17/12	09/21/12	M-F 5-6p	5-6p	-1-11--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1-11-- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 09/18/12 5:08 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM 2 4 Th 09/20/12 5:51 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM 3 4 F 09/21/12 5:27 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM									
15	09/17/12	09/21/12	M-F 6-630p	6-630p	11111--	:30	5	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/17/12 6:09 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 2 4 Tu 09/18/12 6:08 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 3 4 W 09/19/12 6:13 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 4 4 Th 09/20/12 6:07 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 5 4 F 09/21/12 6:22 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM									
16	09/17/12	09/21/12	M-F 630-7p	630-7p	11111--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/17/12 6:43 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 2 4 Tu 09/18/12 6:53 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 3 4 W 09/19/12 6:42 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 4 4 Th 09/20/12 6:36 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 5 4 F 09/21/12 6:42 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM									



## INVOICE



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**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
574965-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser		Product	Estimate Number
McCaskill/D/MO/US Senate		Sept 17-23, 2012	Sept 17-23, 2012

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/17/12	09/17/12	FOX Prime Monday 7-8p	7p-8p	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/17/12 7:18 PM FOX Prime Monday 7-8p 7p-8p :30 CMT1215 \$1,500.00 NM									
18	09/18/12	09/18/12	FOX Prime Tuesday Rota	7p-9p	-1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 09/18/12 8:02 PM FOX Prime Tuesday Rotator 7p-9p :30 CMT1215 \$1,500.00 NM									
19	09/19/12	09/19/12	FOX X Factor	7-9p	--1----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --1---- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 09/19/12 7:59 PM FOX X Factor 7-9p :30 CMT1215 \$1,800.00 NM									
20	09/20/12	09/20/12	FOX Prime Thursday 8-9p	8p-9p	---1---	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 09/20/12 8:46 PM FOX Prime Thursday 8-9p 8p-9p :30 CMT1215 \$2,000.00 NM									
21	09/21/12	09/21/12	FOX Prime Friday 7-8p	7p-8p	----1--	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ----1-- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 09/21/12 7:18 PM FOX Prime Friday 7-8p 7p-8p :30 CMT1215 \$600.00 NM									
22	09/17/12	09/21/12	M-F 9-10p	9-10p	11111--	:30	5	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/17/12 9:28 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 2 4 Tu 09/18/12 9:56 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 3 4 W 09/19/12 9:08 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 4 4 Th 09/20/12 9:39 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 5 4 F 09/21/12 9:08 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM									
23	09/17/12	09/17/12	M-F 10-1030p	10-1030p	1-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/17/12 10:24 PM M-F 10-1030p 10-1030p :30 CMT1215 \$750.00 NM									
24	09/20/12	09/20/12	M-F 1030-1102p	1030-1102p	---1---	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---1--- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 09/20/12 10:43 PM M-F 1030-1102p 1030-1102p :30 CMT1215 \$375.00 NM									

**INVOICE**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
574965-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser		Product	Estimate Number
McCaskill/D/MO/US Senate		Sept 17-23, 2012	Sept 17-23, 2012

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																								
25	09/23/12	09/23/12	Su 10-1030p	10-1030p	-----1	:30	1	\$420.00	NM																																								
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/17/12</td><td>09/23/12</td><td>-----1</td><td>1</td><td>\$420.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>Su</td><td>09/23/12</td><td>10:06 PM</td><td>Su 10-1030p</td><td>10-1030p</td><td>:30</td><td>CMT1215</td><td>\$420.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/17/12	09/23/12	-----1	1	\$420.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	Su	09/23/12	10:06 PM	Su 10-1030p	10-1030p	:30	CMT1215	\$420.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	09/17/12	09/23/12	-----1	1	\$420.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	Su	09/23/12	10:06 PM	Su 10-1030p	10-1030p	:30	CMT1215	\$420.00	NM																																								

<u>Total Spots</u>	<b>58</b>	<u>Gross Total</u>	<b>\$24,570.00</b>
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**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$3,685.50</b>
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<u>Net Amount Due</u>	<b>\$20,884.50</b>
-----------------------	--------------------

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
573336-1	09/30/12	September 2012	08/27/12 - 09/16/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Sept 10-16, 2012	Sept 10-16, 2012

Billing Address:

**Media Strategies & Research**  
**Attention: Suzanne Lorimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Flight Dates	Order #	Alt Order #
09/10/12 - 09/16/12	573336	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																						
1	09/10/12	09/16/12	M-F 5-530a	5-530a	--111--	:30	3	\$250.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/10/12</td><td>09/16/12</td><td>--111--</td><td>3</td><td>\$250.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>W</td><td>09/12/12</td><td>5:09 AM</td><td>M-F 5-530a</td><td>5-530a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> <tr> <td>2 4</td><td>Th</td><td>09/13/12</td><td>5:23 AM</td><td>M-F 5-530a</td><td>5-530a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> <tr> <td>3 4</td><td>F</td><td>09/14/12</td><td>5:24 AM</td><td>M-F 5-530a</td><td>5-530a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/10/12	09/16/12	--111--	3	\$250.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	W	09/12/12	5:09 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM	2 4	Th	09/13/12	5:23 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM	3 4	F	09/14/12	5:24 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	09/10/12	09/16/12	--111--	3	\$250.00																																																																										
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																																																						
1 4	W	09/12/12	5:09 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM																																																																						
2 4	Th	09/13/12	5:23 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM																																																																						
3 4	F	09/14/12	5:24 AM	M-F 5-530a	5-530a	:30	CMT1215	\$250.00	NM																																																																						
2	09/10/12	09/14/12	M-F 530-6a	530-6a	1-111--	:30	4	\$250.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/10/12</td><td>09/16/12</td><td>1-111--</td><td>4</td><td>\$250.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>M</td><td>09/10/12</td><td>5:43 AM</td><td>M-F 530-6a</td><td>530-6a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> <tr> <td>2 4</td><td>W</td><td>09/12/12</td><td>5:36 AM</td><td>M-F 530-6a</td><td>530-6a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> <tr> <td>3 4</td><td>Th</td><td>09/13/12</td><td>5:45 AM</td><td>M-F 530-6a</td><td>530-6a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> <tr> <td>4 4</td><td>F</td><td>09/14/12</td><td>5:52 AM</td><td>M-F 530-6a</td><td>530-6a</td><td>:30</td><td>CMT1215</td><td>\$250.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/10/12	09/16/12	1-111--	4	\$250.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	M	09/10/12	5:43 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM	2 4	W	09/12/12	5:36 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM	3 4	Th	09/13/12	5:45 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM	4 4	F	09/14/12	5:52 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	09/10/12	09/16/12	1-111--	4	\$250.00																																																																										
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1 4	M	09/10/12	5:43 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM																																																																						
2 4	W	09/12/12	5:36 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM																																																																						
3 4	Th	09/13/12	5:45 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM																																																																						
4 4	F	09/14/12	5:52 AM	M-F 530-6a	530-6a	:30	CMT1215	\$250.00	NM																																																																						
3	09/10/12	09/14/12	M-F 6-7a	6-7a	1-111--	:30	4	\$300.00	NM																																																																						
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>09/10/12</td><td>09/16/12</td><td>1-111--</td><td>4</td><td>\$300.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>M</td><td>09/10/12</td><td>6:08 AM</td><td>M-F 6-7a</td><td>6-7a</td><td>:30</td><td>CMT1215</td><td>\$300.00</td><td>NM</td></tr> <tr> <td>2 4</td><td>W</td><td>09/12/12</td><td>5:59 AM</td><td>M-F 6-7a</td><td>6-7a</td><td>:30</td><td>CMT1215</td><td>\$300.00</td><td>NM</td></tr> <tr> <td>3 4</td><td>Th</td><td>09/13/12</td><td>6:54 AM</td><td>M-F 6-7a</td><td>6-7a</td><td>:30</td><td>CMT1215</td><td>\$300.00</td><td>NM</td></tr> <tr> <td>4 4</td><td>F</td><td>09/14/12</td><td>6:59 AM</td><td>M-F 6-7a</td><td>6-7a</td><td>:30</td><td>CMT1215</td><td>\$300.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						09/10/12	09/16/12	1-111--	4	\$300.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	M	09/10/12	6:08 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM	2 4	W	09/12/12	5:59 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM	3 4	Th	09/13/12	6:54 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM	4 4	F	09/14/12	6:59 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																										
	09/10/12	09/16/12	1-111--	4	\$300.00																																																																										
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																																																						
1 4	M	09/10/12	6:08 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM																																																																						
2 4	W	09/12/12	5:59 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM																																																																						
3 4	Th	09/13/12	6:54 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM																																																																						
4 4	F	09/14/12	6:59 AM	M-F 6-7a	6-7a	:30	CMT1215	\$300.00	NM																																																																						

## INVOICE



Send Payment To:

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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
573336-1	09/30/12	September 2012	08/27/12 - 09/16/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 10-16, 2012	Sept 10-16, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/10/12	09/14/12	M-F 7-9a	7-9a	1-111--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-111-- 4 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 8:07 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 2 4 W 09/12/12 8:32 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 3 4 Th 09/13/12 8:46 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM 4 4 F 09/14/12 8:10 AM M-F 7-9a 7-9a :30 CMT1215 \$450.00 NM									
5	09/15/12	09/15/12	Sa 7-9a	Sa 7-9a	-----1-	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----1- 1 \$225.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 09/15/12 8:25 AM Sa 7-9a Sa 7-9a :30 CMT1215 \$225.00 NM									
6	09/16/12	09/16/12	Su 7-9a	Su 7-9a	-----1	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 -----1 1 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 09/16/12 8:38 AM Su 7-9a Su 7-9a :30 CMT1215 \$150.00 NM									
7	09/13/12	09/13/12	M-F 9-10a	9-10a	---1---	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 ---1--- 1 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 09/13/12 9:58 AM M-F 9-10a 9-10a :30 CMT1215 \$150.00 NM									
8	09/10/12	09/12/12	M-F 10-11a	10-11a	1-1----	:30	2	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-1---- 2 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 10:43 AM M-F 10-11a 10-11a :30 CMT1215 \$150.00 NM 2 4 W 09/12/12 10:51 AM M-F 10-11a 10-11a :30 CMT1215 \$150.00 NM									
9	09/14/12	09/14/12	M-F 11a-12p	11a-12p	----1--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 ----1-- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 09/14/12 11:27 AM M-F 11a-12p 11a-12p :30 CMT1215 \$100.00 NM									
10	09/13/12	09/13/12	M-F 12-1p	12-1p	---1---	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 ---1--- 1 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 09/13/12 12:39 PM M-F 12-1p 12-1p :30 CMT1215 \$150.00 NM									

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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
573336-1	09/30/12	September 2012	08/27/12 - 09/16/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 10-16, 2012	Sept 10-16, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/10/12	09/10/12	M-F 1-130p	1-130p	1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 M-F 1-130p 1-130p :00 <del>\$100.00</del> NM See MG 11.2 2 4 W 09/12/12 1:30 PM M-F 1-2p 1-2p :30 CMT1215 \$100.00 NM MG for 11.1 09/10									
12	09/12/12	09/12/12	M-F 2-3p	2-3p	--1----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 --1---- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 09/12/12 2:49 PM M-F 2-3p 2-3p :30 CMT1215 \$100.00 NM									
13	09/10/12	09/14/12	M-F 3-4p	3-4p	1--11--	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1--11-- 3 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 3:38 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM 2 4 Th 09/13/12 3:38 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM 3 4 F 09/14/12 3:29 PM M-F 3-4p 3-4p :30 CMT1215 \$100.00 NM									
14	09/10/12	09/14/12	M-F 4-5p	4-5p	1-11---	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-11--- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 4:40 PM M-F 4-5p 4-5p :30 CMT1215 \$300.00 NM 2 4 W 09/12/12 4:24 PM M-F 4-5p 4-5p :30 CMT1215 \$300.00 NM 3 4 Th 09/13/12 4:19 PM M-F 4-5p 4-5p :30 CMT1215 \$300.00 NM									
15	09/10/12	09/14/12	M-F 5-6p	5-6p	1--11--	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1--11-- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 5:44 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM 2 4 Th 09/13/12 5:54 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM 3 4 F 09/14/12 5:53 PM M-F 5-6p 5-6p :30 CMT1215 \$300.00 NM									
16	09/10/12	09/14/12	M-F 6-630p	6-630p	1-111--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-111-- 4 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/10/12 6:12 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 2 4 W 09/12/12 6:22 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 3 4 Th 09/13/12 6:15 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM 4 4 F 09/14/12 6:10 PM M-F 6-630p 6-630p :30 CMT1215 \$400.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
573336-1	09/30/12	September 2012	08/27/12 - 09/16/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 10-16, 2012	Sept 10-16, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/10/12	09/14/12	M-F 630-7p	630-7p	1-112--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-112-- 5 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/10/12 6:53 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 2 4 W 09/12/12 6:54 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 3 4 Th 09/13/12 6:50 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 5 4 F 09/14/12 6:40 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM 4 4 F 09/14/12 6:53 PM M-F 630-7p 630-7p :30 CMT1215 \$300.00 NM									
18	09/10/12	09/10/12	FOX Prime Monday 8-9p	8p-9p	M-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 M----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/10/12 8:43 PM FOX Prime Monday 8-9p 8p-9p :30 CMT1215 \$1,500.00 NM									
19	09/12/12	09/12/12	FOX X Factor	7-9p	--W----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 --W---- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 09/12/12 7:31 PM FOX X Factor 7-9p :30 CMT1215 \$1,800.00 NM									
20	09/13/12	09/13/12	FOX X Factor	7-8p	---T---	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 ---T--- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 09/13/12 6:58 PM FOX X Factor 7-8p :30 CMT1215 \$1,400.00 NM									
21	09/10/12	09/14/12	M-F 9-10p	9-10p	1-1-1--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-1-1-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/10/12 9:13 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 2 4 W 09/12/12 9:38 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM 3 4 F 09/14/12 9:40 PM M-F 9-10p 9-10p :30 CMT1215 \$500.00 NM									
22	09/10/12	09/14/12	M-F 10-1030p	10-1030p	1-111--	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/10/12 09/16/12 1-111-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 09/10/12 10:23 PM M-F 10-1030p 10-1030p :30 CMT1215 \$500.00 NM 2 4 W 09/12/12 10:23 PM M-F 10-1030p 10-1030p :30 CMT1215 \$500.00 NM 3 4 Th 09/13/12 10:24 PM M-F 10-1030p 10-1030p :30 CMT1215 \$500.00 NM 4 4 F 09/14/12 10:08 PM M-F 10-1030p 10-1030p :30 CMT1215 \$500.00 NM									

**Total Spots 52 Gross Total \$19,425.00**

## Payment Terms 30 Days

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
573336-1	09/30/12	September 2012	08/27/12 - 09/16/12

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Sept 10-16, 2012	Sept 10-16, 2012

Agency Commission                      **\$2,913.75**

Net Amount Due                              **\$16,511.25**

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
571919-1	09/30/12	September 2012	08/27/12 - 09/09/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Sept 3-9, 2012	Sept 3-9, 2012

Billing Address:

**Media Strategies & Research**  
**Attention: Suzanne Lorimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Flight Dates	Order #	Alt Order #
09/03/12 - 09/09/12	571919	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/03/12	09/09/12	M-F 5-530a	5-530a	-1-11--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1-11-- 3 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Tu 09/04/12 5:14 AM M-F 5-530a 5-530a :30 CMT1214 \$250.00 NM									
2 4 Th 09/06/12 5:24 AM M-F 5-530a 5-530a :30 CMT1214 \$250.00 NM									
3 4 F 09/07/12 5:15 AM M-F 5-530a 5-530a :30 CMT1214 \$250.00 NM									
2	09/03/12	09/09/12	M-F 530-6a	530-6a	-1111--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1111-- 4 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Tu 09/04/12 5:52 AM M-F 530-6a 530-6a :30 CMT1214 \$250.00 NM									
2 4 W 09/05/12 5:38 AM M-F 530-6a 530-6a :30 CMT1214 \$250.00 NM									
3 4 Th 09/06/12 5:43 AM M-F 530-6a 530-6a :30 CMT1214 \$250.00 NM									
4 4 F 09/07/12 5:40 AM M-F 530-6a 530-6a :30 CMT1214 \$250.00 NM									
3	09/03/12	09/09/12	M-F 6-7a	6-7a	-1111--	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1111-- 4 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Tu 09/04/12 6:53 AM M-F 6-7a 6-7a :30 CMT1214 \$450.00 NM									
2 4 W 09/05/12 6:37 AM M-F 6-7a 6-7a :30 CMT1214 \$450.00 NM									
3 4 Th 09/06/12 6:26 AM M-F 6-7a 6-7a :30 CMT1214 \$450.00 NM									
4 4 F 09/07/12 7:00 AM M-F 6-7a 6-7a :30 CMT1214 \$450.00 NM									
4	09/03/12	09/09/12	M-F 7-9a	7-9a	1-1-1--	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1-1-1-- 3 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 09/03/12 8:51 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM									
2 4 W 09/05/12 8:43 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM									
3 4 F 09/07/12 7:52 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM									



## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
571919-1	09/30/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 3-9, 2012	Sept 3-9, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/09/12	09/09/12	Su 7-9a	Su 7-9a	-----1	:30	1	\$150.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----1	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	09/09/12	8:13 AM	Su 7-9a	Su 7-9a	:30	CMT1214	\$150.00	NM
6	09/06/12	09/06/12	M-F 9-10a	9-10a	---1---	:30	1	\$150.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	---1---	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	09/06/12	9:13 AM	M-F 9-10a	9-10a	:30	CMT1214	\$150.00	NM
7	09/07/12	09/07/12	M-F 10-11a	10-11a	----1--	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	----1--	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	09/07/12	10:54 AM	M-F 10-11a	10-11a	:30	CMT1214	\$100.00	NM
8	09/04/12	09/04/12	M-F 11-1130a	11-1130a	-1-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-1-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	09/04/12	11:28 AM	M-F 11-1130a	11-1130a	:30	CMT1214	\$100.00	NM
9	09/04/12	09/07/12	M-F 12-1p	12-1p	-1-1---	:30	2	\$225.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-1-1---	2	\$225.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	09/04/12	12:14 PM	M-F 12-1p	12-1p	:30	CMT1214	\$225.00	NM
2 4	Th	09/06/12	12:54 PM	M-F 12-1p	12-1p	:30	CMT1214	\$225.00	NM
10	09/05/12	09/05/12	M-F 1-2p	1-2p	--1----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	--1----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	09/05/12	1:46 PM	M-F 1-2p	1-2p	:30	CMT1214	\$100.00	NM
11	09/06/12	09/06/12	M-F 2-3p	2-3p	---1---	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	---1---	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	09/06/12	2:54 PM	M-F 2-3p	2-3p	:30	CMT1214	\$100.00	NM
12	09/04/12	09/07/12	M-F 3-4p	3-4p	-11-1--	:30	3	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-11-1--	3	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	09/04/12	3:39 PM	M-F 3-4p	3-4p	:30	CMT1214	\$100.00	NM
2 4	W	09/05/12	3:39 PM	M-F 3-4p	3-4p	:30	CMT1214	\$100.00	NM
3 4	F	09/07/12	3:09 PM	M-F 3-4p	3-4p	:30	CMT1214	\$100.00	NM

## INVOICE



Send Payment To:  
**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
571919-1	09/30/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 3-9, 2012	Sept 3-9, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/04/12	09/07/12	M-F 4-5p	4-5p	-111---	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -111--- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 09/04/12 4:24 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM 2 4 W 09/05/12 4:12 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM 3 4 Th 09/06/12 4:26 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM									
14	09/03/12	09/07/12	M-F 5-6p	5-6p	1--11--	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1--11-- 3 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/03/12 5:07 PM M-F 5-6p 5-6p :30 CMT1214 \$450.00 NM 2 4 Th 09/06/12 5:15 PM M-F 5-6p 5-6p :30 CMT1214 \$450.00 NM 3 4 F 09/07/12 5:08 PM M-F 5-6p 5-6p :30 CMT1214 \$450.00 NM									
15	09/03/12	09/07/12	M-F 6-630p	6-630p	-11-1--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -11-1-- 3 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 09/04/12 6:13 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM 2 4 W 09/05/12 6:23 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM 3 4 F 09/07/12 6:15 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM									
16	09/03/12	09/07/12	M-F 630-7p	630-7p	-111---	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -111--- 3 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 09/04/12 6:48 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM 2 4 W 09/05/12 6:53 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM 3 4 Th 09/06/12 6:53 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM									
17	09/03/12	09/03/12	FOX Prime Monday 8-9p	8p-9p	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1----- 1 \$1,500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/03/12 8:46 PM FOX Prime Monday 8-9p 8p-9p :30 CMT1214 \$1,500.00 NM									
18	09/07/12	09/07/12	FOX Prime Friday 8-9p	8p-9p	----1--	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 09/07/12 8:43 PM FOX Prime Friday 8-9p 8p-9p :30 CMT1214 \$600.00 NM									
19	09/03/12	09/07/12	M-F 9-10p	9-10p	11--1--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 11--1-- 3 \$750.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 09/03/12 9:09 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM 2 4 Tu 09/04/12 9:23 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM 3 4 F 09/07/12 9:29 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM									

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
571919-1	09/30/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Sept 3-9, 2012	Sept 3-9, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	09/03/12	09/07/12	M-F 10-1030p	10-1030p	--1----	:30	1	\$750.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	--1----	1	\$750.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	09/05/12	10:24 PM	M-F 10-1030p	10-1030p	:30	CMT1214	\$750.00	NM
21	09/08/12	09/08/12	Sa 10-1030p	10-1030p	-----1-	:30	1	\$630.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----1-	1	\$630.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	09/08/12	10:53 PM	Sa 10-1030p	10-1030p	:30	CMT1214	\$630.00	NM
22	09/09/12	09/09/12	Su 9-10p	9-10p	-----1	:30	1	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/03/12	09/09/12	-----1	1	\$500.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	09/09/12	9:36 PM	Su 9-10p	9-10p	:30	CMT1214	\$500.00	NM

Total Spots                      **45**                      Gross Total                      **\$17,980.00**

**Payment Terms 30 Days**

Agency Commission                      **\$2,697.00**  
Net Amount Due                      **\$15,283.00**

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
570786-1	09/30/12	September 2012	08/27/12 - 09/01/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Local WDAF House	Kansas City WD	Local

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Aug 27-Sept 2, 2012	Aug 27-Sept 2, 2012

Billing Address:

**Media Strategies & Research**  
**Attention: Suzanne Lorimer**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Flight Dates	Order #	Alt Order #
08/27/12 - 09/02/12	570786	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/27/12	09/02/12	M-F 5-530a	5-530a	1-11---	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12   09/02/12   1-11---                   3       \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4       M    08/27/12    5:23 AM M-F 5-530a                   5-530a               :30 CMT1204               \$250.00 NM									
2 4       W    08/29/12    5:24 AM M-F 5-530a                   5-530a               :30 CMT1214               \$250.00 NM									
3 4       Th   08/30/12    5:13 AM M-F 5-530a                   5-530a               :30 CMT1214               \$250.00 NM									
2	08/27/12	09/02/12	M-F 530-6a	530-6a	-1--1--	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12   09/02/12   -1--1--                   2       \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4       Tu    08/28/12    5:44 AM M-F 530-6a                   530-6a               :30 CMT1214               \$250.00 NM									
2 4       F     08/31/12    5:55 AM M-F 530-6a                   530-6a               :30 CMT1214               \$250.00 NM									
3	08/27/12	09/02/12	M-F 6-7a	6-7a	11111--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12   09/02/12   11111--                   5       \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4       M    08/27/12    6:13 AM M-F 6-7a                   6-7a               :30 CMT1204               \$450.00 NM									
2 4       Tu    08/28/12    6:58 AM M-F 6-7a                   6-7a               :30 CMT1214               \$450.00 NM									
3 4       W    08/29/12    5:59 AM M-F 6-7a                   6-7a               :30 CMT1214               \$450.00 NM									
4 4       Th    08/30/12    6:36 AM M-F 6-7a                   6-7a               :30 CMT1214               \$450.00 NM									
5 4       F     08/31/12    6:54 AM M-F 6-7a                   6-7a               :30 CMT1214               \$450.00 NM									

## INVOICE



Send Payment To:  
**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
570786-1	09/30/12	September 2012	08/27/12 - 09/01/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Aug 27-Sept 2, 2012	Aug 27-Sept 2, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	08/27/12	09/02/12	M-F 7-9a	7-9a	11111--	:30	5	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 11111-- 5 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 8:08 AM M-F 7-9a 7-9a :30 CMT1204 \$450.00 NM 2 4 Tu 08/28/12 8:54 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM 3 4 W 08/29/12 8:47 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM 4 4 Th 08/30/12 8:07 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM 5 4 F 08/31/12 7:07 AM M-F 7-9a 7-9a :30 CMT1214 \$450.00 NM									
5	09/01/12	09/01/12	Sa 7-9a	Sa 7-9a	-----1-	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -----1- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 09/01/12 7:56 AM Sa 7-9a Sa 7-9a :30 CMT1214 \$225.00 NM									
6	08/27/12	08/27/12	M-F 9-10a	9-10a	1-----	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1----- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 9:39 AM M-F 9-10a 9-10a :30 CMT1204 \$150.00 NM									
7	08/30/12	08/30/12	M-F 10-11a	10-11a	---1---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ---1--- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 08/30/12 10:19 AM M-F 10-11a 10-11a :30 CMT1214 \$100.00 NM									
8	08/29/12	08/29/12	M-F 11-1130a	11-1130a	--1----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 --1---- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 08/29/12 11:09 AM M-F 11-1130a 11-1130a :30 CMT1214 \$100.00 NM									
9	08/28/12	08/28/12	M-F 1130a-12p	1130a-12p	-1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 08/28/12 11:58 AM M-F 1130a-12p 1130a-12p :30 CMT1214 \$100.00 NM									
10	08/31/12	08/31/12	M-F 12-1p	12-1p	----1--	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ----1-- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 08/31/12 12:10 PM M-F 12-1p 12-1p :30 CMT1214 \$225.00 NM									
11	08/27/12	08/27/12	M-F 1-130p	1-130p	1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 1:26 PM M-F 1-130p 1-130p :30 CMT1204 \$100.00 NM									

## INVOICE



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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
570786-1	09/30/12	September 2012	08/27/12 - 09/01/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Aug 27-Sept 2, 2012	Aug 27-Sept 2, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	08/28/12	08/28/12	M-F 130-2p	130-2p	-1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -T----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 08/28/12 1:51 PM M-F 130-2p 130-2p :30 CMT1214 \$100.00 NM									
13	08/30/12	08/30/12	M-F 2-3p	2-3p	---1---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ---1--- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 08/30/12 2:29 PM M-F 2-3p 2-3p :30 CMT1214 \$100.00 NM									
14	08/27/12	08/31/12	M-F 3-4p	3-4p	1-1-1--	:30	3	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1-1-1-- 3 \$150.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 08/27/12 3:25 PM M-F 3-4p 3-4p :30 CMT1204 \$150.00 NM 2 4 W 08/29/12 4:00 PM M-F 3-4p 3-4p :30 CMT1214 \$150.00 NM 3 4 F 08/31/12 3:18 PM M-F 3-4p 3-4p :30 CMT1214 \$150.00 NM									
15	08/28/12	08/30/12	M-F 4-5p	4-5p	-111---	:30	3	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -111--- 3 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 08/28/12 4:29 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM 2 4 W 08/29/12 4:29 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM 3 4 Th 08/30/12 4:48 PM M-F 4-5p 4-5p :30 CMT1214 \$300.00 NM									
16	08/27/12	08/31/12	M-F 5-6p	5-6p	1--11--	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1--11-- 3 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 08/27/12 5:22 PM M-F 5-6p 5-6p :30 CMT1204 \$450.00 NM 2 4 Th 08/30/12 5:51 PM M-F 5-6p 5-6p :30 CMT1214 \$450.00 NM 3 4 F 08/31/12 5:38 PM M-F 5-6p 5-6p :30 CMT1214 \$450.00 NM									
17	08/27/12	08/31/12	M-F 6-630p	6-630p	-11-1--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -11-1-- 3 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 08/28/12 6:10 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM 2 4 W 08/29/12 6:14 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM 3 4 F 08/31/12 6:13 PM M-F 6-630p 6-630p :30 CMT1214 \$600.00 NM									

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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
570786-1	09/30/12	September 2012	08/27/12 - 09/01/12
Advertiser	Product	Estimate Number	
McCaskill/D/MO/US Senate	Aug 27-Sept 2, 2012	Aug 27-Sept 2, 2012	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	08/27/12	08/31/12	M-F 630-7p	630-7p	1111---	:30	4	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1111--- 4 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 6:54 PM M-F 630-7p 630-7p :30 CMT1204 \$450.00 NM 2 4 Tu 08/28/12 6:41 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM 3 4 W 08/29/12 6:46 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM 4 4 Th 08/30/12 6:41 PM M-F 630-7p 630-7p :30 CMT1214 \$450.00 NM									
19	08/27/12	08/27/12	FOX Prime Monday 8-9p	8p-9p	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 8:27 PM FOX Prime Monday 8-9p 8p-9p :30 CMT1204 \$1,500.00 NM									
20	08/28/12	08/28/12	FOX Prime Tuesday 8-9p	8p-9p	-1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 08/28/12 8:22 PM FOX Prime Tuesday 8-9p 8p-9p :30 CMT1214 \$1,500.00 NM									
21	08/31/12	08/31/12	FOX Prime Friday 7-8p	7p-8p	----1--	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 ----1-- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 08/31/12 6:59 PM FOX Prime Friday 7-8p 7p-8p :30 CMT1214 \$600.00 NM									
22	08/28/12	08/31/12	M-F 9-10p	9-10p	-1-11--	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 -1-11-- 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 08/28/12 9:25 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM 2 4 Th 08/30/12 9:56 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM 3 4 F 08/31/12 9:27 PM M-F 9-10p 9-10p :30 CMT1214 \$750.00 NM									
23	08/29/12	08/29/12	M-F 10-1030p	10-1030p	--1----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 --1---- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 08/29/12 10:25 PM M-F 10-1030p 10-1030p :30 CMT1214 \$750.00 NM									
24	08/27/12	08/27/12	M-F 1030-1102p	1030-1102p	1-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/27/12 09/02/12 1----- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 08/27/12 10:53 PM M-F 1030-1102p 1030-1102p :30 CMT1204 \$375.00 NM									

Total Spots 48 Gross Total \$20,225.00

**Payment Terms 30 Days**

We warrant that the actual broadcast information shown on this invoice was taken from the program log. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales contract with this station, whether verbal or written.

**INVOICE**

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 3600 Solutions Center  
 Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
570786-1	09/30/12	September 2012	08/27/12 - 09/01/12

Advertiser	Product	Estimate Number
McCaskill/D/MO/US Senate	Aug 27-Sept 2, 2012	Aug 27-Sept 2, 2012

Agency Commission **\$3,033.75**

Net Amount Due **\$17,191.25**